

# California Utilities Diversity Council

Customer Service and Marketing Committee

[www.cudc.biz](http://www.cudc.biz)

## Diverse Advertising and Media Outreach Forum

California Public Utilities Commission, 505 Van Ness Ave., San Francisco, CA

### Auditorium

- |                 |   |
|-----------------|---|
| 8:00 - 12:00 AM | Registration – Coffee   |
| 8:30 - 8:40 AM  | Introduction and Purpose<br><b>Betsy Berkhemer-Credaire</b> , Chair, CUDC Customer Service and Marketing Committee<br>NAWBO California statewide board member & past president<br>Owner of Berkhemer Clayton, Inc.  |
| 8:40 - 8:50 AM  | Overview of General Order 156 on diverse owned advertising and media companies<br><b>Marzia Zafar</b> , Program & Project Supervisor, CPUC  |
| 9:00 - 10:30 AM | Panel 1 – <b>Company commentaries on use of diverse owned advertising and media companies and the value they can add to a company’s overall information strategy</b><br><br>Speaker/Moderator: <b>Commissioner Catherine Sandoval</b> , CPUC<br><br><b>Marianne Strobel</b> , Executive Director, AT&T Global Supplier Diversity<br><b>Michael Dimmick</b> , Director, Media Planning and Buying, Verizon<br><b>Natalie Rouse</b> , Director of National Ethnic Marketing, Comcast<br><b>Deane Leavenworth</b> , Regional VP, Government Relations, Time Warner Cable<br><b>Caroline A. Winn</b> , Vice President, Customer Services, San Diego Gas & Electric<br><b>Hal Snyder</b> , Vice President, Customer Solutions, Southern California Gas Company<br><b>Janet Loduca</b> , Vice President, Corporate Relations, PG&E<br><b>Seth Kiner</b> , Acting Vice President of Marketing, Southern California Edison<br><b>Kevin Tilden</b> , External Affairs, California American Water |

### Questions

1. Describe your initiatives to include diverse suppliers in all of your advertising, media buying, direct mail and other customer communications.
2. Describe the requirements for supplier diversity that you place on your first tier advertising, media and direct mail suppliers.
3. How successful have those suppliers been in utilizing diverse suppliers in the work they do for you?
4. What/how can IOUs influence an increase in supplier diversity spend in advertising and marketing activities?
5. What percentage of your media purchases do you conduct directly vis-a-vis through your buying agency or agency of record?
6. If you feel you have been successful in increasing the diversity of your advertising and marketing suppliers, to what would you contribute such success?

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10:30– 12:00 PM

### **Panel II – Views from Diverse Owned Advertising and Media Firms: What Value Do They Bring To Company Consumer Education, Information and Bottom Line**

Moderator – **José L. Pérez**, Chair, CUDC and Owner of Latino Journal

**Larry Lee**, General Manager, Sacramento Observer and Representative of the West Coast Black Publishers Association

**Nita Song**, President of Imada Wong Advertising

**Hilbert Morales**, Publisher, El Observador and California Hispanic Media Coalition

**Tracy Stanhoff**, Owner, AD Pro and American Indian Chamber of Commerce of California

**Natalie Cole**, Publisher, Our Weekly, a member of NAWBO

#### **Questions**

1. Please describe the role ethnic media plays in your community?
2. In your opinion, what is the business case for companies doing business with diverse owned advertising and media companies?
3. Have you been successful in obtaining business from utilities, telecommunication and cable companies?
4. What would you recommend to the companies, their agencies of record and media buyers to increase diverse spend?
5. Have you diversified your media delivery channels? If so, to which new channels?

12:00 - 12:45 PM

Lunch Break

1:00 -2:30 PM

### **Panel III – Expanding Opportunities In Advertising, Media Buying And Direct Marketing: Utility Agencies Of Record And Prime Suppliers Report On Their Supplier Diversity Initiatives**

Moderator: **Joan Kerr**, PG&E; Chair of the CUDC Procurement Committee

**Mark A Prince Jr.**, Executive Director, MEC (AT&T)

**Renee Fraser**, President & CEO, Fraser Communications  
(Southern California Gas Company)

**Pawan Mehra**, Executive Vice President, Ameredia (Comcast )

**Gary Meads**, President & CEO, MeadsDurket (San Diego Gas & Electric)

**Nausil Kumandan**, Supplier Diversity Manager, Draft FCB (PG&E)

**Tim Hinds**, Vice President and Account Director, Wunderman (So California Edison)

**Jason Everitt**, BNA (American Water)

#### **Questions**

1. Describe your Supplier Diversity initiative: dedicated resources, supplier diversity strategies, goals and results.
2. How can diverse suppliers get business with you in general and specifically, how can they participate in fulfilling the contracts that you have with CA telecom, cable, water, gas and electric companies
3. Please describe any diverse supplier spend incurred by your agency.
4. How do you recruit new diverse suppliers?

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5. Do you participate in any mentoring programs or other efforts to increase the capacity of diverse suppliers?
6. Please describe the criteria used for selection of media outlets.
7. Please describe the inclusion of diverse messaging channels in media buy strategies.

2:30 - 5:00 PM

### Match-Making

- DBE Advertising/Media Agencies and CUDC Company Reps

### *COMPANIES participating as of Friday, July 22, 2011*

1. AT&T
2. California American Water
3. Comcast
4. PG&E
5. San Diego Gas & Electric
6. Southern California Edison
7. Southern California Gas Company
8. Sprint
9. Time Warner Cable
10. Verizon

### *VENDORS as of Tuesday, July 26, 2011*

1. Asian Journal
2. AdPro
3. BNA
4. Meruelo Capital Partners
5. Fraser Communications
6. Eastern Group Publications, Inc.
7. Riverside Black Voice
8. Los Kitos, Inc.
9. Hispanic Business Media, Inc., an integrated media company
10. El Observador
11. El Mensajero (ImpreMedia, Inc.)
12. Latino Journal
13. Commerce Printing Services, Inc.
14. Our Weekly
15. National Association of Hispanic Publications
16. SacHispanic.Com
17. Pop 9 Communications
18. Sacramento Observer
19. Latino Times Newspaper
20. Entravision Communications Corporation
21. Milagro Communications Group
22. Indian Country Today Media Network
23. Imprenta Communications Group
24. Susie Y. Wong Communications
25. Valencia, Perez and Echeveste
26. IW Group
27. Swift Printing, Inc.
28. MeadsDurket

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- 29. FilAm Star News
- 30. New American Dimensions
- 31. ISA – Interviewing Service of America
- 32. Lagrant Communications
- 33. Acento